



## **Vitacost ROOT<sup>2</sup> Supplement Named 2017 CPG Editor's Choice Award Finalist by Informa's SupplySide**

*New Formula Named Among Top CPG Products for Innovation and Market Impact*

**Boca Raton, Fla., October 12, 2017** — Vitacost.com, Inc., a leading online retailer of health and wellness products, announced that Informa Exhibitions has named [Vitacost ROOT<sup>2</sup> MegaNatural®-BP™ Grape Seed Extract](#) as one of its finalists for the 2017 SupplySide CPG Editor's Choice Awards in the Antioxidant Supplement category. Out of 400 nominations, five products from each of 27 different categories were selected by the SupplySide editorial team for achievements in innovation and market impact.

Launched earlier this year, ROOT<sup>2</sup> is the newest brand in the Vitacost family and offers nature's most effective nourishment, with key ingredients backed by scientific research. Vitacost ROOT<sup>2</sup> MegaNatural®-BP™ Grape Seed Extract utilizes a premium Grape Seed Extract made exclusively from grapes grown in Madera Valley, California. It is clinically shown to support healthy circulation, blood flow and blood pressure levels already within normal range.†

“We are extremely proud of our new ROOT<sup>2</sup> line of supplements and having one of our products selected as a finalist in the 2017 SupplySide CPG Editor's Choice Awards highlights the commitment we have to formulating and delivering innovative, high-quality supplements to our customers,” stated Brian Helman, President of Vitacost.com.

“In the past few years, our Editor's Choice Awards have focused on highlighting innovative products coming to market,” stated Heather Granato, Vice President, Content for Informa's Health & Nutrition Network. “Vitacost.com should be extremely proud to have their product selected as a finalist, as we considered hundreds of entries and our team narrowed the field based on unique product positioning and attributes.”

For 21 years, [SupplySide](#) has helped dietary supplement, food, beverage, personal care and cosmetic professionals find information to explore, discover, innovate and market their next best-selling product. For more information, visit [supplysideshow.com](#).

*†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

### **About Vitacost.com**

Vitacost.com, Inc. is an online retailer of health and wellness products, providing an award-winning experience to customers through its website, <http://www.vitacost.com>. Vitacost.com features affordable pricing, daily discounts and speedy delivery on nearly 40,000 items, including dietary supplements (vitamins, minerals and herbs), hard-to-find specialty foods, organic beauty and personal care products, pet essentials and sports nutrition products. In addition, Vitacost.com strives to motivate, educate and inspire healthier living for customers by creating and curating thousands of helpful tips, expert articles and recipes woven throughout the shopping experience. Vitacost.com is a subsidiary of The Kroger Co.

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### **About SupplySide West**

Hosted by Informa Exhibitions, SupplySide West brings together more than 15,000 ingredient buyers and suppliers from the dietary supplement, beverage, functional food, personal care and sports nutrition industries. SupplySide West is all about the science and strategy around the development of finished products that drive the global business economy.

